



Public Speaking: An Audience - Centered Approach Plus NEW MyCommunicationLab with Pearson eText -- Access Card Package (9th Edition)

Steven A. Beebe, Susan J. Beebe

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An audience-centered approach to public speaking

Public Speaking: An Audience-Centered Approach, 9/e brings theory and practice together. Its distinctive and popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech-making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse audiences, and narrowing the gap between the classroom and the real world.

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- **Focuses on Skill Development:** Learning Objectives, a Study Guide, Recap boxes and more help students check their understand of key material and focus on important concepts.
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